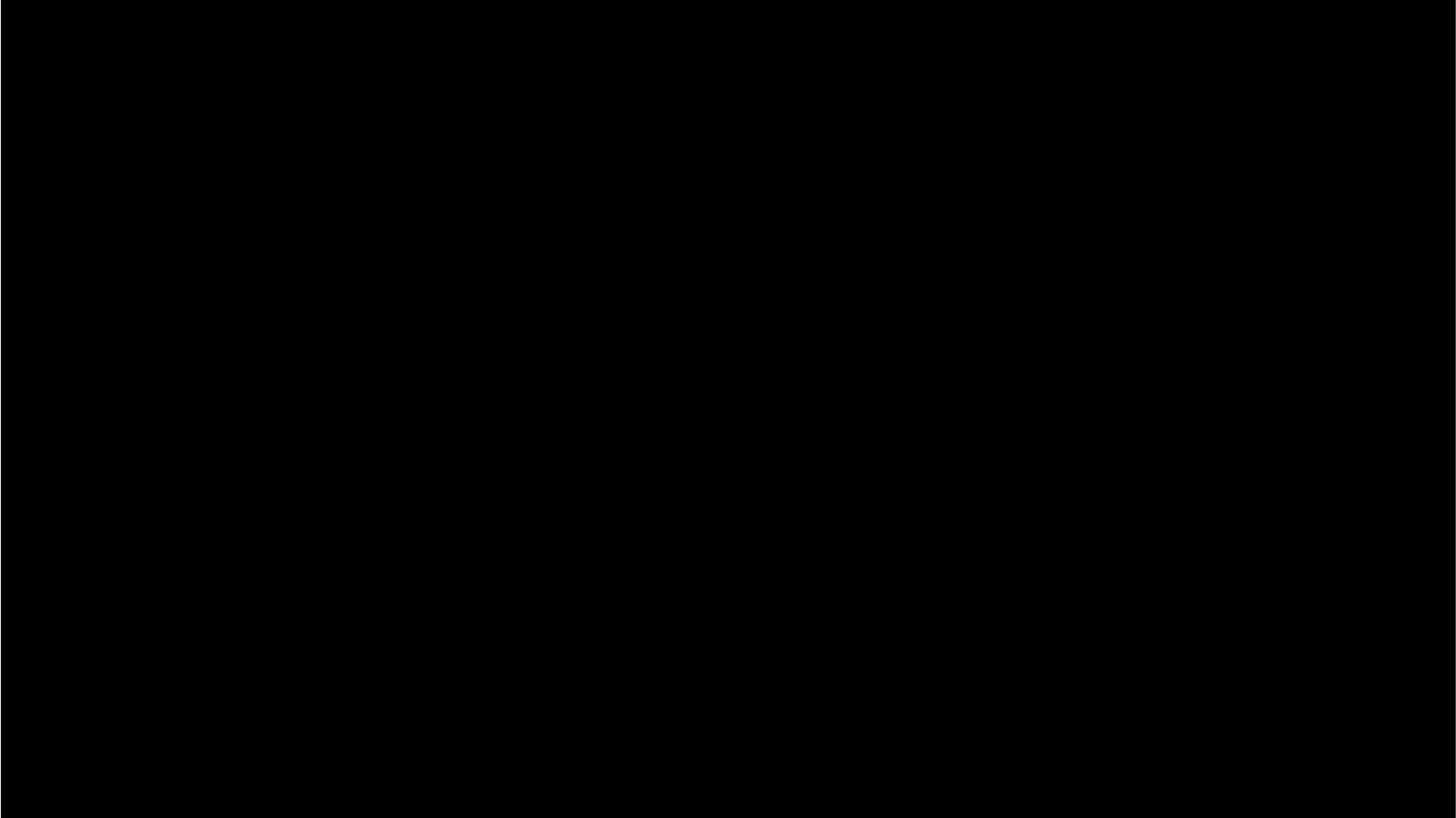


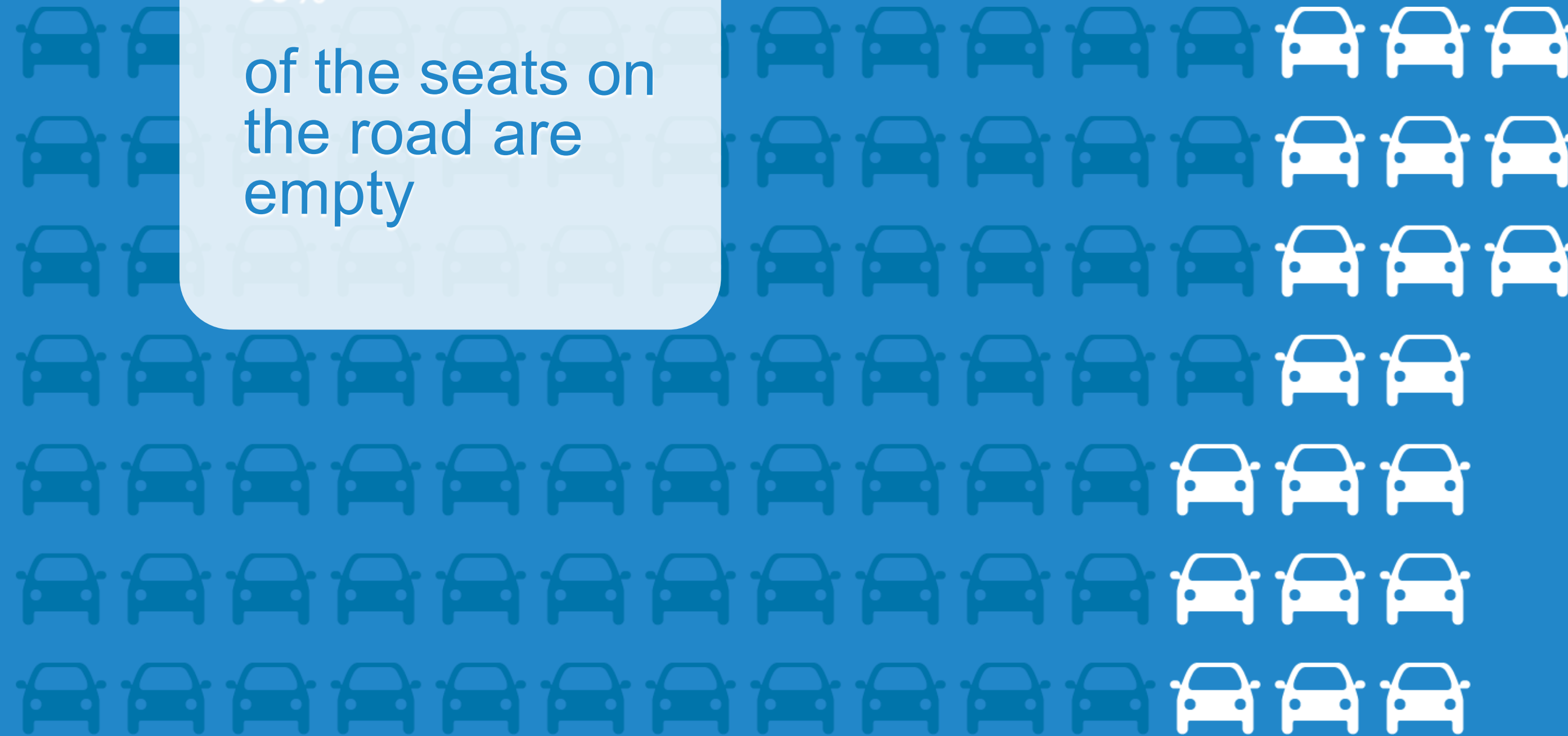
lyft



How did we get here?

80%

of the seats on
the road are
empty



Zimride (Established 2007)

Zimride is an online ride-matching community

Our vision: create a community where people who need rides are matched with those offering rides

- *Reduce* **Congestion**
- *Reduce* **Cost** of transportation
- *Reduce* **CO₂** emissions

 TechCrunch  Mashable  msnbc  FAST COMPANY

 CBS  The Washington Post  abc NEWS  The New York Times

Ridesharing is evolving

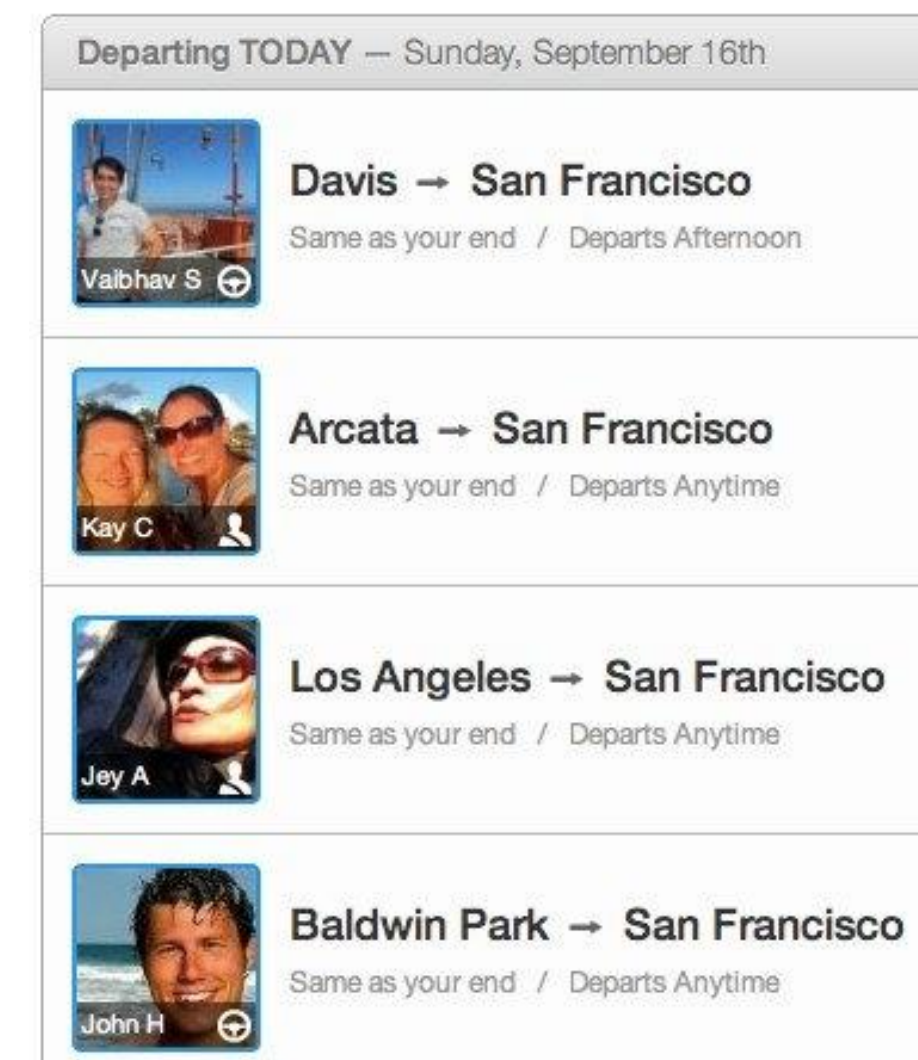
Ride Boards



Craigslist

[Ride needed - SF to LA on Tue 9/18](#) - (SF) [img](#)
[ride wanted: SF to Ukiah fri MORNING 9/21](#)
[SF to SANTA BARBARA](#) - (downtown / civic)
[Ride Offer 9/18 SF to LA](#) - (mission district)
[Ride OFFER to Arcata/Humboldt TODAY 9/18](#)
[san francisco to Portland](#) - (san francisco)
[SF to Olympia, Wa! Thursday 9/20-Fri9/20 Ride](#)
[seeking a ride to L.a todayy](#) - (cole valley / ashbur)
[Driving to Los Angeles \(Downtown\) Friday 9/20](#)
[Ride needed - SF to Southern Oregon Wed 9/19](#)
[East Coast Ride...](#) - (Phila)

Zimride



Lyft



Safety & identity improvements



Lyft is a real-time ride-matching community

Our vision: create a community where people who need rides are matched with those offering rides

- *Reduce* **Congestion**
- *Reduce* **Cost** of transportation
- *Reduce* **CO₂** emissions

TIME

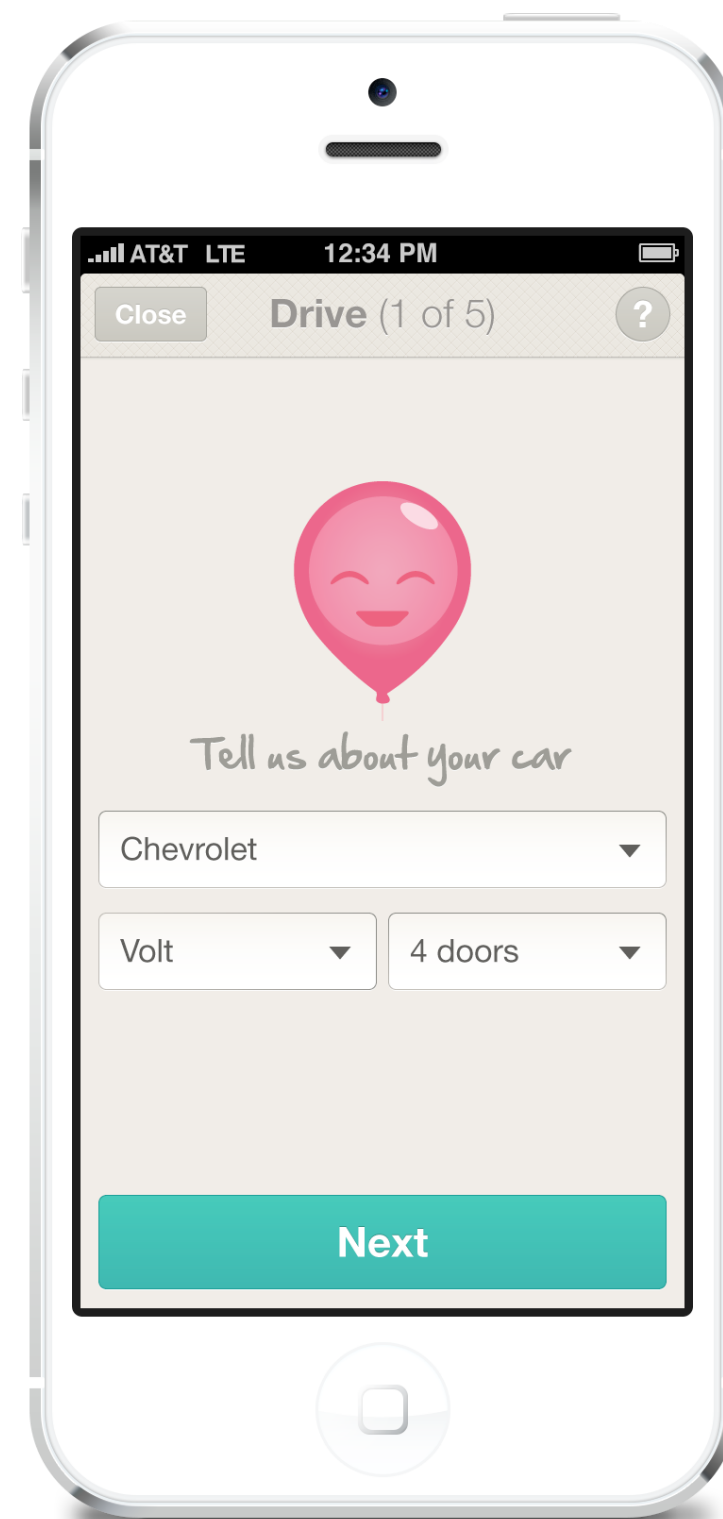
The
Economist

THE WALL STREET JOURNAL.



The New York Times

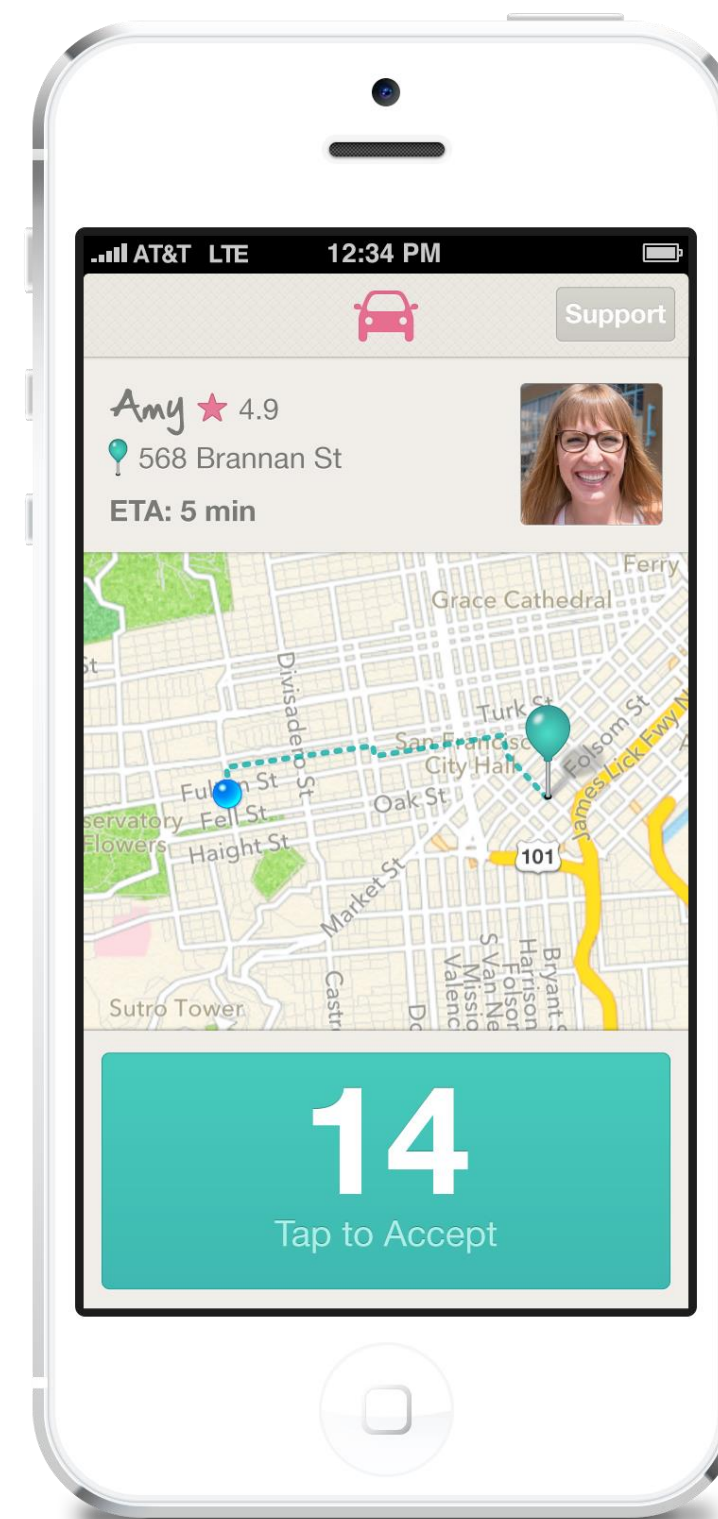
How it works *for drivers*



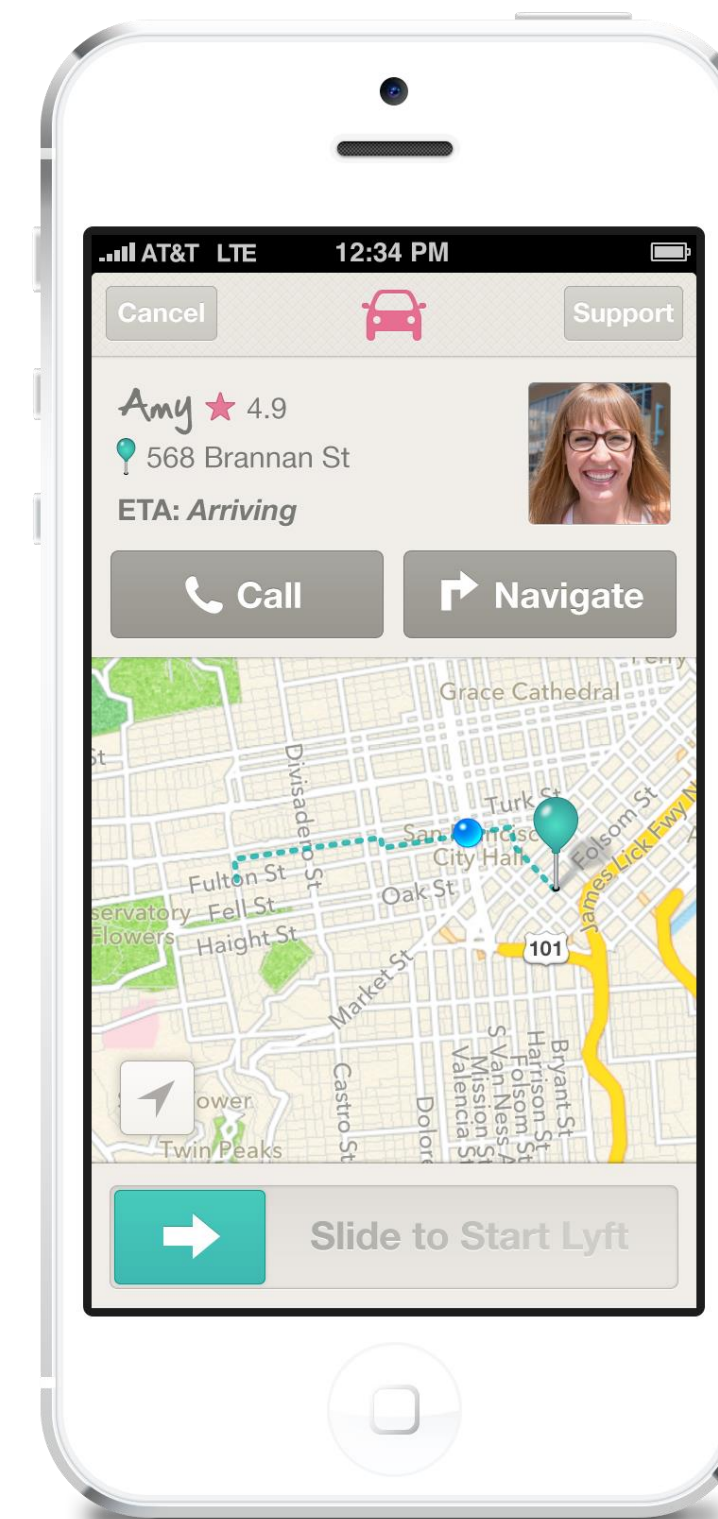
Apply

✓
Potential driver must
pass strict screening
before being approved
to drive

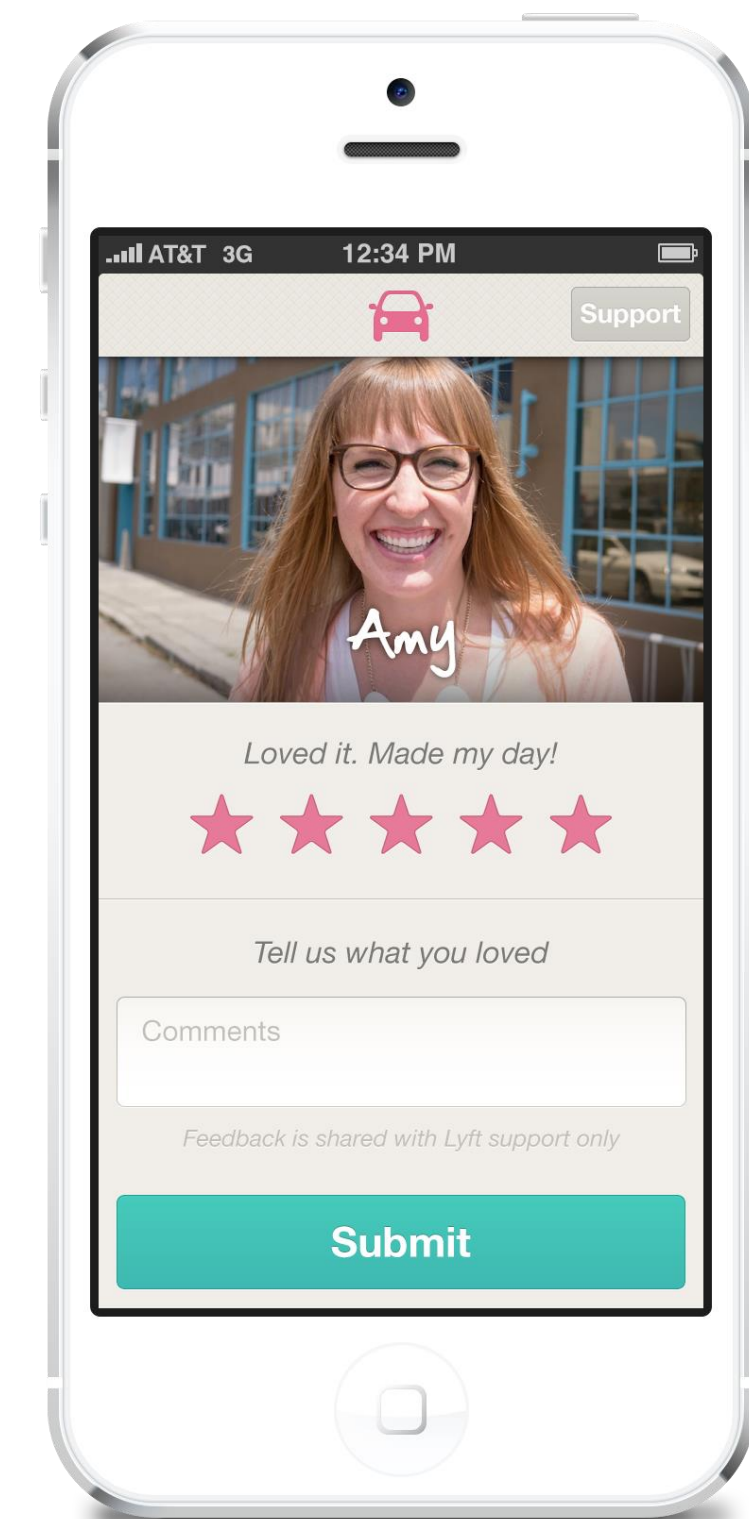
Onboard



Accept

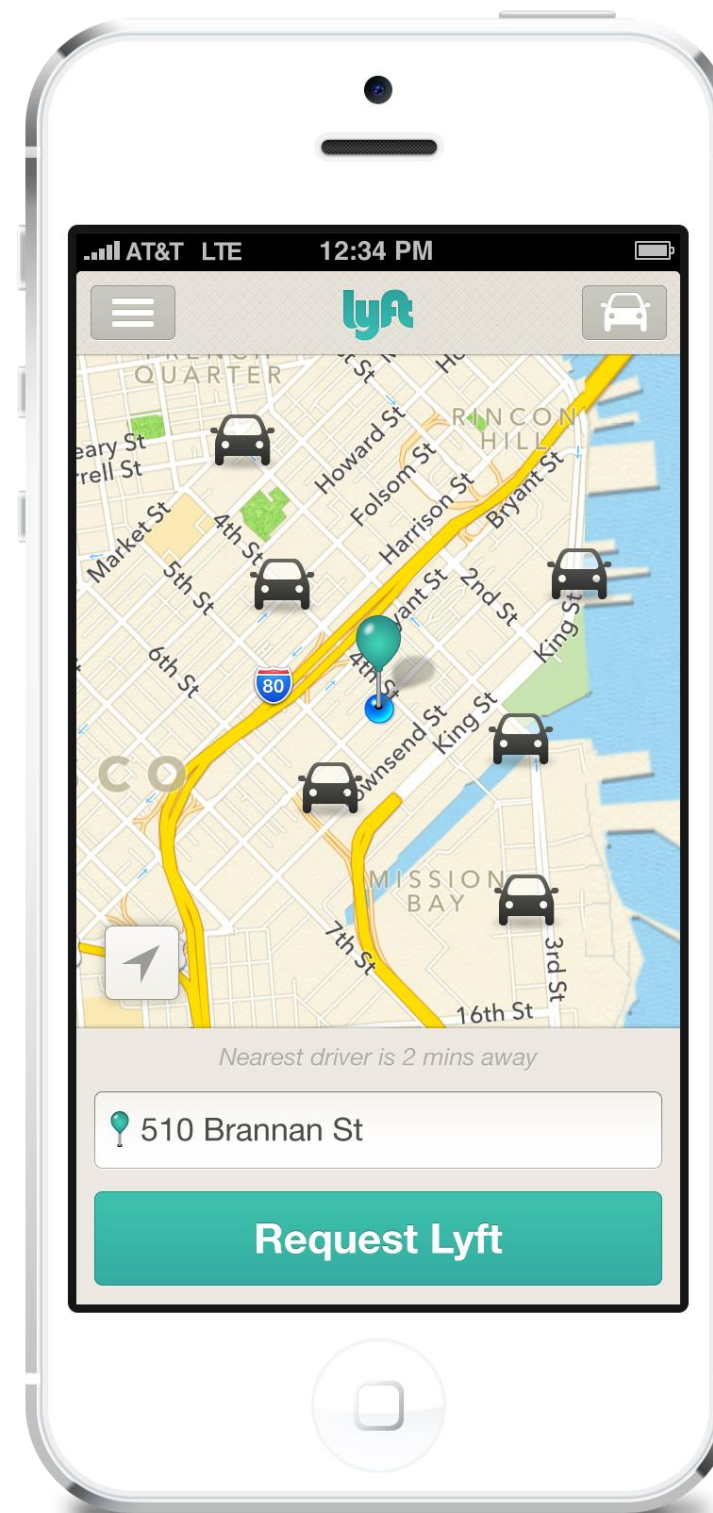


Drive

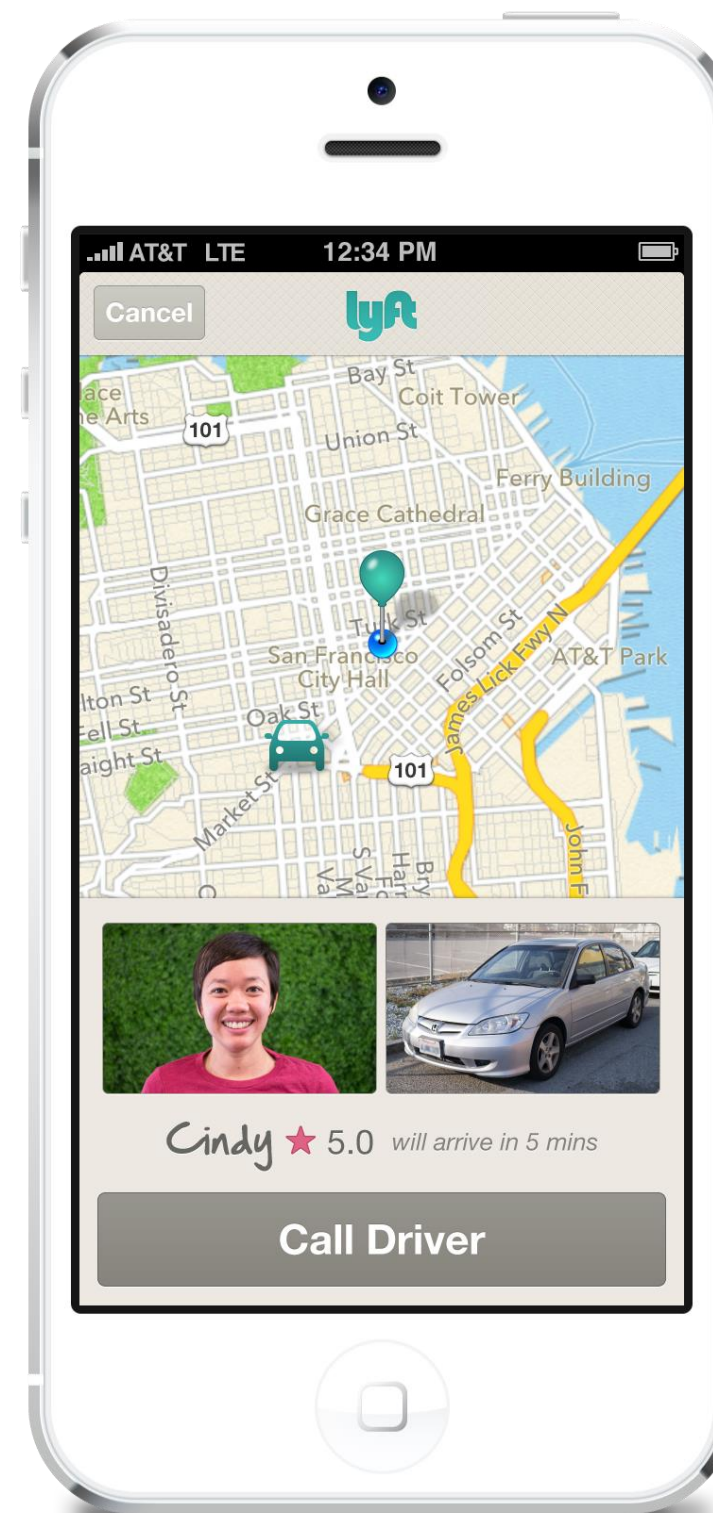


Rate

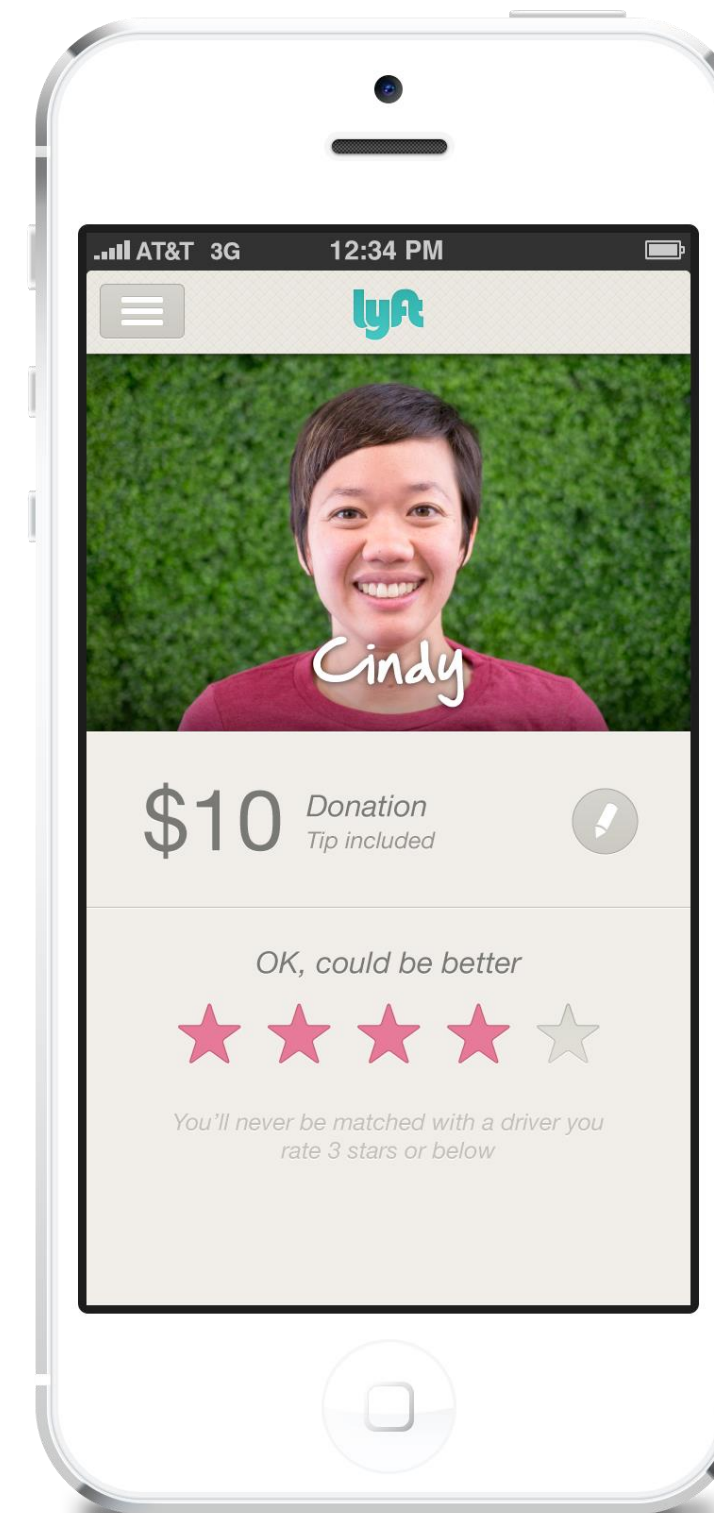
How it works *for passengers*



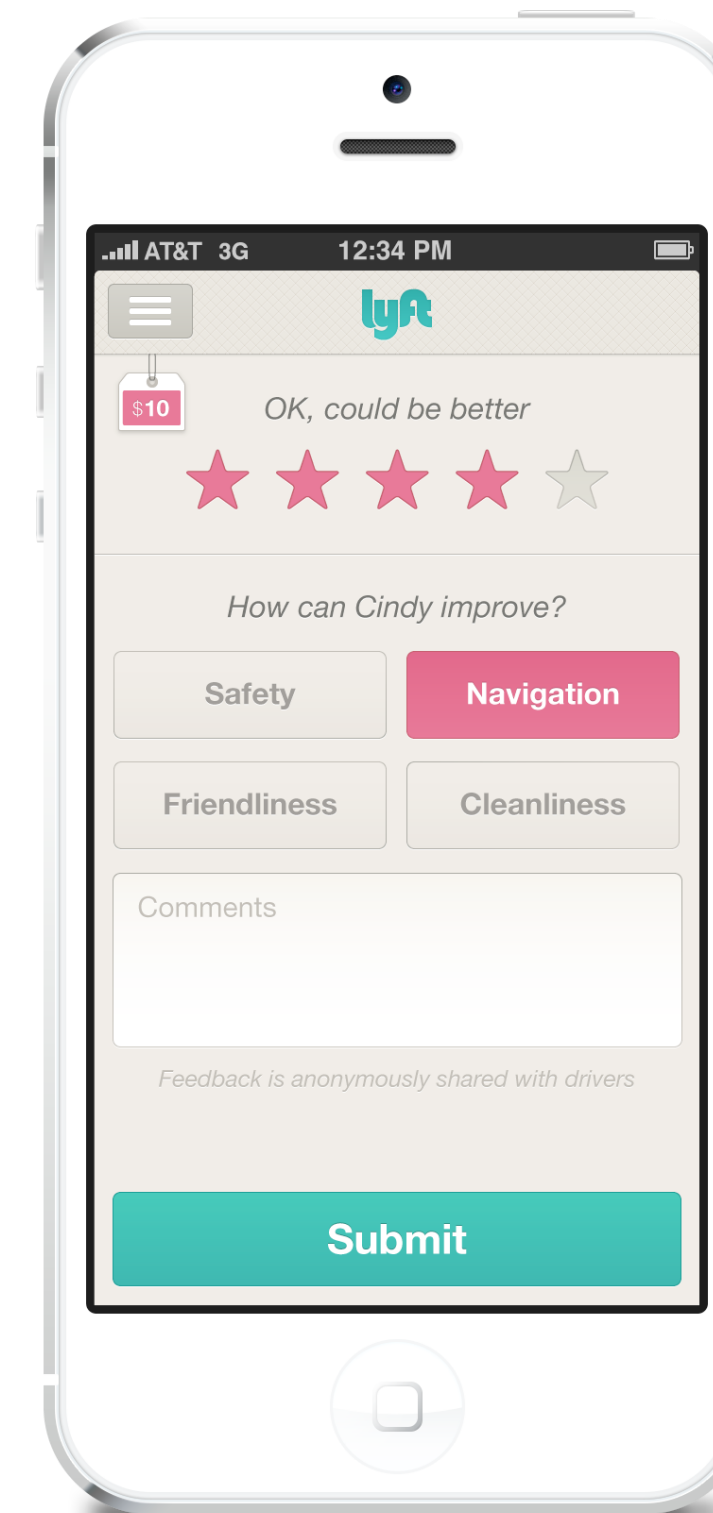
Request



Match



Pay



Rate

Lyft Safety



Background and Safety Checks

- ✓ Background checks (run upfront)
 - no theft, violent crimes, or property damage
- ✓ DMV record checks (run upfront and quarterly)
 - no more than 3 moving violations in the past 3 years
 - no major violations in past 3 years; reckless driving, driving on suspended license
 - no alcohol or drug-related violations in the past 7 years
- ✓ 21+ years old

Lyft Safety



Additional Vehicle Requirements

- ✓ 2000 or newer car
- ✓ 4-door vehicle
- ✓ Hands-free smart phone mount

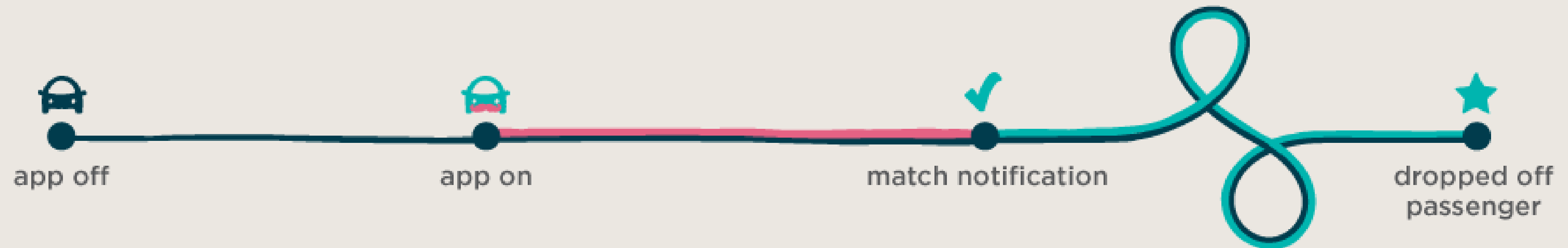
Additional Safety Measures

- ✓ In-app feedback
- ✓ Automatic off-board of drivers with low ratings
- ✓ Zero tolerance drug and alcohol policy

Lyft Safety



LYFT INSURANCE OVERVIEW



Your Personal Policy

Contingent Liability

up to \$50K/person (Bodily Injury)
up to \$100K/accident (Bodily Injury)
up to \$25K/accident (Property Damage)

Commercial Auto Liability & UM/UIM

up to \$1M/occurrence

Contingent Collision & Comprehensive

up to \$50K/accident (\$2,500 deductible)




Casual Carpools


- Transport thousands of commuters every day
- No safety regulations

Government Programs

- Local governments are spending millions of dollars on traffic mitigation and ridesharing pilot programs
- Minimal safety regulations



North Carolina's Statewide
Ride Matching System



Register

Email address

Forgot your password?

Password

☒ Remember Me

Login

[Find Matches](#) [Log My Commute](#) [Incentives](#) [Vanpools](#) [Emergency Ride Home](#)

Terms and Conditions

These free ride-matching services are provided by the GoTriangle agencies (<http://www.gotriangle.org/go-local>) and participating statewide agencies (see [About Us](#)) collectively, "Agencies."

Participation in any of the offered services is voluntary. The Agencies expressly disclaim and shall not have any responsibility or liability for any claims, expenses, accidents, illness, death, injury, damages or loss resulting from your use of or participation in any of these services. You hereby assume full responsibility for all liability and all risk of injury, death or loss resulting from your use of or participation in these services and hereby agree to release, waive, and forever discharge any claim or claims against the Agencies. This liability waiver and release of all claims is binding on you, your heirs, executors, administrators and assigns.

The Agencies will not sell, lease or disclose your personal information unless you consent or as may be required by law. Employers interested in promoting the services to their employees may access names of participating employees but may communicate with them regarding the services only through the online system.

Terms & Conditions | Privacy Statement

About

- [About Us](#)
- [FAQ](#)
- [Questions & Feedback](#)
- [How to Register](#)

Carpool

- [Carpool Tips](#)
- [Carpool FAQ](#)

Plan a Trip

Contact Us

Working with States



- ✓ Lyft is first party to sign operating agreement with California Public Utilities Commission (CPUC) who later says, *“Lyft has been the only TNC that has acknowledged that safety is not only a priority, but there should also be some overarching rules and regulations. We applaud Lyft for its leadership in this area and we certainly agree with Lyft.”*
- ✓ Colorado Gov. Hickenlooper signs the first enacted ride-share legislation, declaring the bill is *“promoting innovation and competition while protecting consumers and public safety.”*
- ✓ *“Because of this cooperation, Virginians are going to have more transportation options that are safer, more transparent, and appropriately regulated.”* Attorney General Mark R. Herring

